



Kampgrounds of America, Inc.

WE ARE PROUD TO LIST BELOW SOME OF THE BENEFITS KOA LICENSEES RECEIVE AS MEMBERS OF THE WORLD'S LARGEST CAMPING ORGANIZATION.

- ★ **The KOA name and logo** - The only name and logo immediately identifiable with camping all across North America.
- ★ **The KOA Directory** - Printing and distribution of the most widely used camping directory in the United States and Canada (1,875,000 copies to be distributed in 1996).
- ★ **Nearly 550 campground locations across North America** - Each advertising and promoting KOA Kampgrounds.
- ★ **1-800-KOA----Consumer Toll-Free Reservations** - Beginning in 1996 each KOA will have their own toll free reservations number. This system wide reservations program will be heavily promoted in the camping industry and in the 1996 KOA Directory.
- ★ **Advertising and promotion** - Our Marketing Department has always been the leader in marketing KOA campgrounds to the RV/Travel/Camping industry.
- ★ **Training** - Development and operations manuals and development and management schools (KOA-U).
- ★ **Uniform standards requirements** - Ever more rigid standards requirements upheld by our on-site inspectors...which improves the image and operation of each individual campground and the KOA system.
- ★ **On-site Consultants** - Advising KOA owners of ways to improve their operation.
- ★ **The KOA Times** - This internal newspaper is published every month and is an update on system activities and plans.

The 1996 KOA Marketing Plan highlights are:

- ✓ **The 1996 KOA Directory, Road Atlas and Camping Guide** - Full color maps and "Facilities and Services" charts combined with individual campground listings are all designed to better serve the KOA camping guest and every KOA owner. The 1996 KOA Directory is illustrated by Bil Keane, creator of the "Family Circus" and is a continuation of the popular graphics introduced in 1987.
- ✓ **The Highway Billboard Program** - KOA has over 260 billboards on major highways across North America selling the KOA system. These boards are located on high volume highways to maximize our exposure to over a billion highway travelers. A highway signage co-op program is available to all qualifying KOA owners.
- ✓ **Print advertising in national publications** - KOA advertises in publications such as Better Homes & Gardens, Midwest Living, USA Weekend, Parade, Time, Newsweek plus a vast assortment of camping and travel publications such as AAA Camping Guides. In addition, KOA also advertises in many travel and camping club publications.
- ✓ **Print advertising in camping publications** - KOA advertises heavily in camping vertical publications with special emphasis on camping tabloids and major RV books such as Family Motor Coaching and Chevy Outdoors.
- ✓ **Camping guidebooks** - KOA maintains a high profile in major campground directories such as Woodall's and AAA with full page, full color ads. Positioning is back cover, inside front cover, etc.
- ✓ **VIP cards** - KOA provides key outdoor writers who have helped the camping industry and KOA in particular with VIP cards which offers free camping at all KOAs.
- ✓ **Co-operative advertising programs** - KOA offers co-op programs on travel show participation plus other campground programs.
- ✓ **Video news releases** - In 1986 KOA began producing a series of video news releases that are shown on major stations across the country. Each release is viewed by millions of people. This very successful program will continue in 1996.
- ✓ **KOA/Family Circus Merchandise** - Introduced in 1991, this popular "walking billboard" program is being continued with more items in 1996.

- ✓ **KOA television special** - First introduced in 1987, a half-hour television special, "Travelin On", has featured Northern Florida, Northern California, the greater Southwest, the Great Smokies/Tennessee, Southern Florida and the Pacific Northwest. "Travelin On" has reached over a billion households. A new edition on The American West will be released in 1996.
- ✓ **Targeted television programming** - KOA has used a variety of cable networks such as ESPN, The Travel Channel and TNN to promote the system. In 1996 cable TV will continue to promote the KOA system.
- ✓ **The KOA Value Kard program** - In 1987, KOA issued its two millionth KOA Value Kard and projects that in 1996, over 800,000 families will actively use the card throughout the KOA campground system.
- ✓ **Rack cards** - Rack cards are printed with information about individual campgrounds and are displayed by other KOAs for distribution to campers. By mass producing the front portion, we can offer these promotional information cards to the KOA owner very economically.

Our KOA staff also:

- Is active in many organizations that promote camping and tourism such as the Recreational Vehicle Industry Association (RVIA), the American Recreation Coalition (ARC), the Travel Industry Association of America (TIA), the American Recreation Roundtable, the Discover America Task Force, the USA Marketing Counsel, the Tour and Travel Research Association, the National Scenic Byways Advisory Committee, as well as many overseas organizations which promote tourism to North America.
- Works with other segments of industry to encourage and publicize camping in general and KOA in particular.
- Serves on committees which promote the interest of campground owners such as the National Electric Code Committee and the American National Standards Institute for Plumbing and Fire Safety Codes.
- Provides materials for travel shows across the country.
- Participates in National Conventions, Regional and State meetings.
- Provides operating norms and financial advice.
- Provides service of helping to sell campgrounds.

- Provides research and development for other income producers tested on campgrounds we own and operate ourselves.
- Provides campground accounting systems.
- Does extensive public relations work for the KOA system.
- Creates special marketing programs and market research - KOA does more than anybody in the camping industry.
- Provides registration slips and other operating forms at no charge.
- Provides technical assistance for expansion and upgrading of facilities.
- Provides merchandising expertise and service to improve convenience store sales and profits.
- Provides a clearing house for operating ideas via the KOA Times, systems bulletins, manuals, etc.
- Negotiates low cost group discount rates for credit card sales.
- Provides a toll free number for franchisees to call when they need supplies or have questions.
- Prints thousands of maps of Canada and the United States which show the location of each KOA campground.
- Provides a lending library of books and tapes on business in general and campgrounds in particular.
- West Advertising, a wholly owned subsidiary of KOA, provides free layouts for directory ads, highway signs, brochures, etc.

**FOR FURTHER INFORMATION ABOUT OWNING YOUR OWN KOA,
PLEASE CALL YOUR LICENSING REPRESENTATIVE AT 1-800-548-7239
OR WRITE: KOA LICENSING, P O BOX 30558, BILLINGS, MONTANA
59114**